**Meriton Apartments: World Tower Video**

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| *0:00-0:50*  Australia offers a lifestyle that is the envy of the world.  Superb climate, economic and political stability, and vast open spaces make Australia a great place to visit and the perfect place to live.  In an unsurpassed location, towering over the central business district, with breathtaking views, luxury apartments and world class facilities is the spectacular, 5-star, World Tower.  In keeping with the Meriton philosophy of creating self-contained, integrated communities; location plays a crucial role. |
| *1:34-2:20*  World Tower is comprised of beautifully designed, spectacularly appointed apartments. As well as ten levels of superior commercial space, including a child care centre.  Developed by Australia’s largest developer, Meriton apartments, and designed by multi-award winning architects, Nation Fender Kanselidas, world tower is a unique architectural expression with its striking glass exterior maximizing views and light from each apartment.  Each luxurious residence within the world tower features soaring ceilings, spacious living and dining areas and panoramic views across Sydney and beyond. |
| *4:05-4:25*  World Tower provides world class living in 75 levels of pure luxury with this landmark development, right in the heart of Australia’s premier city.  World tower, the height of luxury. |

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| **What is the meaning of the text?** |
| What is the text genre? (Description, Explanation, Persuasive, Recount etc.)  The text is a promotional video and has grammatical elements of an Information Report such as prepositions (‘within’ and ‘*over’.) However its purpose of persuasion and extensive use of positive evaluative language (unsurpsassed, luxurious) are more appropriate of an Exposition.* |
| What is the purpose of this text? (Why was it made)  To convince viewers of the quality of the World Towers so that they might invest in or purchase an apartment. |
| Who made the text?  The company Meriton Apartments. |
| Who is the intended audience?  Wealthy and property wise couples and males. International investors, particularly Chinese. |
| What indicates this?  The language used is of a high modality. Language and images indicate prestige. The residents in the promo included an Asian female and Anglo male couple and an older male dressed in business clothing. The video is also available in Chinese. Describes Australia as the perfect place to live. |

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| **Different Modes of Communication**  How do different elements in each mode help create meaning? |
| **Mode: Linguistic** |
| Vocabulary (What type of words are used)  Lot’s of positive evaluative adjectives i.e. *unsurpassed, breathtaking, luxurious, pure, unique* etc.  High modality language: *self-contained, architectural expression, soaring ceilings* etc.  Indicate quality and convinces viewer of prestige of apartments as well as intended audience. |
| Information Structures (How is information presented)  Uses extremely long and complex noun groups and adverbials: *beautifully designed, spectacularly appointed apartments* |
| Delivery: Female adult narrator  *Tone* (loud/quiet, harsh/gentle)  Medium level but gentle.  *Rhythm* (fast, slow, medium)  Medium to slow.  Allows viewer to take in each phrase and draws out sentences with pauses.  *Accent* (on words, phrases)  Accentuates positive descriptive/evaluative words and phrases. |
| **Mode: Visual** |
| Perspectives/Angles  Combines sweeping long shots from above showing location and surrounds and low angle views showing towering aspect with internal mid-range shots of apartment, facilities and apartment views. Attempts to give viewer a full tour of external and internal environment. |
| Salience  The World Towers are repeatedly shown to stand out against surrounding buildings in height, centrality and even colour.  Additionally it is the content looking ‘residents’ who a centrally featured throughout internal tour. |
| Lighting and Colour  This changes throughout however there is a focus on ambience with sunlight and sunset featuring warm colours and reflection. This helps creates a feeling of warmth in the viewer. |
| Offer and Demand  The entire video uses the offer; this is congruent with the “offer” being presented to the viewer. Represents the actors in the piece as though they are unaware of the viewer. |
| **Mode: Audio** |
| Music  Throughout the video we hear ambient, harmonic, repetitive music being played. |

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| **Multimodal Dimension** |
| **Modal Coherence**  Do the meanings from each mode match throughout the video?  There is a strong link between the linguistic and visual modes. Visual elements give the viewer a concrete display that matches the descriptive language. Use of warm colours and light and ambient music also support the use of words such as pure and luxurious.  The salience of the World Towers and low angles in the Visual mode match language such as ‘towering over’ and ‘the height of luxury’. |
| **Model Salience**  Identify if and when meaning moves between modes?  Most of the meaning is evenly balanced between the linguistic and visual modes with audio/music much less salient.  There are times when the speech stops and meaning is then taken up by images, but these last no more than a 5 seconds and serve to elaborate on the message of the linguistic mode. |
| **Modal Density**  Identify times when all meaning is communicated through one mode?  This does not really occur. |

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| **Overall Evaluation**   * Do you think the designer of the text has used the different modes well to communicate their message? * State how they have, or If not how could they improve it? |